

CLAIMS

1. A thermally sensitive recording medium comprising an undercoating layer containing a pigment and a binder as main components and a thermally sensitive color developing layer containing colorless or pale colored basic leuco dye and a color developing agent which develops color by reacting with said basic leuco dye as main components on a substrate, wherein said undercoating layer contains a water-retention agent and a pigment whose oil absorbing capacity prescribed by JIS K 5105 is from 80cc/100g to 120cc/100g as a pigment, further solid concentration of a coating for the undercoating layer is from 25% to 45% and dynamic water-retention capacity, which is Water retention measured with AA-GWR, is 350g/m² or less.

2. The thermally sensitive recording medium of claim 1, wherein the content of the water-retention agent is 0.01 to 1 weight part to 100 parts of pigment.

3. The thermally sensitive recording medium of claim 1 or claim 2, wherein the water-retention agent is the sodium alginate.

4. The thermally sensitive recording medium of claim 3, wherein B viscosity of 1% aqueous solution of the sodium alginate is 100mPa·s or more.

5. The thermally sensitive recording medium according to anyone of claims from 1 to 4, wherein the pigment whose oil absorbing capacity prescribed by JIS K 5105 is from 80cc/100g to 120cc/100g is the calcined clay.

6. The thermally sensitive recording medium according to anyone of claims from 1 to 5, wherein B viscosity at 25 °C of a coating for undercoating layer is 200-1500mPa·s and viscosity at shear rate of $4.0 \times 10^{-5} \text{sec}^{-1}$ to $8.0 \times 10^{-5} \text{sec}^{-1}$ at 25 °C of a coating for undercoating layer is 20-100mPa·s.

7. The thermally sensitive recording medium according to anyone of claims from 1 to 6, wherein the thermally sensitive recording layer is formed by a curtain coating method.

8. A method for preparation of a thermally sensitive recording medium comprising, forming an undercoating layer containing a pigment and a binder as main components and a thermally sensitive color developing layer containing colorless or pale colored basic leuco dye and a color developing agent which develops color by reacting with said basic leuco dye as main components on a substrate, wherein said undercoating layer contains a water-retention agent and a pigment whose oil absorbing capacity prescribed by JIS K 5105 is from 80cc/100g to 120cc/100g as a pigment, further solid concentration of a coating for the undercoating layer is from 25% to 45% and dynamic water-retention capacity, which is Water retention measured with AA-GWR, is 350g/m² or less.